

Message Text

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SUBJ: POZNAN INTERNATIONAL TRADE FAIR

1. FOR THE 50TH POZNAN INTERNATIONAL TRADE FAIR, NOW IN ITS FIRST WEEK, 46 AMERICAN FIRMS HAVE BROUGHT EXHIBITS TO THE US PAVILION. THE EMPHASIS FOR THIS ANNIVERSARY YEAR IS ON SOPHISTICATED TECHNOLOGY RATHER THAN ON HEAVY MACHINERY.

2. AMONG THE FIRMS DRAWN TOGETHER BY WILLIAM VITOUS, DIRECTOR OF THE US PAVILION, THE COMPUTER INDUSTRY IS PARTICULARLY WELL REPRESENTED AS FOUR WELL-KNOWN AMERICAN COMPANIES, IBM, BURROUGHS, SPERRY VICKERS, AND NCR, HAVE BROUGHT SOME OF THEIR LATEST ELECTRONIC HARDWARE. ANOTHER COMPANY RELATED TO THE INDUSTRY, BURR-BROWN, IS EXHIBITING NEW MICRO-CIRCUITS AND INFORMATION STORAGE COMPONENTS FOR COMPUTERS. RECOGNIZING POLAND'S EXPERTISE IN COAL GASIFICATION SYSTEMS, DUPONT, MONSANTO, DOW CHEMICALS AND UNION CARBIDE REPRESENT THE US PETRO-CHEMICAL INDUSTRY. ALL OF THESE COMPANIES HAVE OFFICES IN POLAND AND ALREADY DO SUBSTANTIAL BUSINESS WITH POLISH ORGANIZATIONS.

3. UNION CARBIDE, FOR EXAMPLE, HAS STRONG WORKING TIES WITH POLAND. THE COMPANY'S PATENTED UNOX WASTEWATER TREATMENT SYSTEM HAS BEEN UNCLASSIFIED

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SELECTED FOR THE TREATMENT OF EFFLUENT WASTEWATER AT POLAND'S LARGEST PULP AND PAPER COMPLEX, NOW UNDER CONSTRUCTION AT MWIDZYN. THE ORDER RECENTLY WAS SIGNED IN WARSAW WITH POLIMEX-CEKOP. THE SYSTEM WILL PROVIDE A BIOLOGICAL OXYGEN FEED OF 60 TONS A DAY INTO THE MILL'S WASTE STREAM, MAKING IT ONE OF THE WORLD'S LARGEST INDUSTRIAL APPLICATIONS OF THIS ADVANCED TREATMENT TECHNOLOGY.

4. AT THE US PAVILION, PRESS DIRECTOR PATRICK HODAI SAYS: "THERE IS A GENERAL FEELING OF OPTIMISM AMONG THE US EXHIBITORS ABOUT FUTURE BUSINESS RELATIONS WITH POLAND. MOST EXHIBITORS COME TO THE FAIR FOR EXPOSURE AND CONTACTS WITH PROSPECTIVE CUSTOMERS. THEY ARE VERY WELL ACQUAINTED WITH THE LOCAL MARKET".

5. THE POZNAN INTERNATIONAL TRADE FAIR WILL CONTINUE THROUGH NEXT WEEK.
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